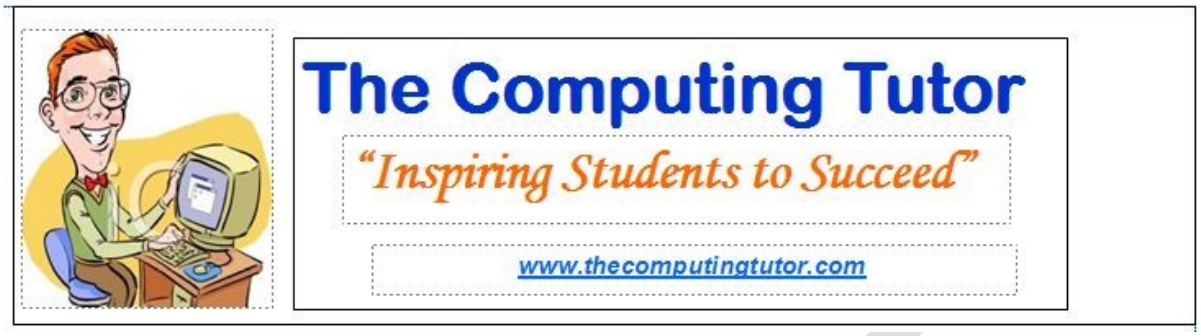

Unit 05 Exemplar – "The Cheese Shop"

This exemplar is for the following Approved Pearson Example Assignment Brief:

You have recently joined a new company as a trainee data analyst. The company import a range of different speciality Cheeses from France and the Netherlands. They supply the cheese to a number of different restaurants and specialist delicatessens throughout the UK.

The company face a number of challenges due to currency exchange rate fluctuations (between the Euro, that they buy the cheese in, and the pound that they sell it in) and the variations in economic growth. Their product is relatively expensive and sells better when economic growth is good and less well when it is poor.

You have been asked to design and create a spreadsheet model which can predict the potential impact of exchange rate fluctuations on the company profit margins.

The model should use the data collected by the company on average monthly sales of the top five best-selling cheeses in their range:

Cheese	**Cost per Kilo in Euros**	**Average monthly sales based on a Euro to Pound exchange rate of 0.7**
Camembert	28	900
Emmental	32	850
Gruyere	35	875
Edam	29	825

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SAMPLE

Gouda	31	700

The typical margin applied to calculate the UK sales price is 40%. Profit is calculated by subtracting the cost per kilo in pounds from the sales price.

The company have found that on average for each 10p rise in the sales price (based on the 0.7 exchange rate) the average monthly sales drops by 20 units.

If the exchange rate drops below 0.7 then the sales increase by a similar amount.

When the exchange rate increases the company can do one of two things:

- decrease the margin so prices stay the same
- increase the prices keeping the margin the same, but this will reduce sales volume

Your model should show the impact of doing each of these on the overall profit the company makes.

The following guide shows how the sheet has been put together as well as any functions created.

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DataSheet

This is a Hidden sheet containing the following information:

Euro/Poud	
Exchange rate	0.7
Profit Margin	40%

Both of these are set as named ranges.

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Baseline Data Sheet

The entire sheet makes full use of Named ranges. The key information is the cost per kilo, average monthly sales, sales price in euros and sales price in GBP.

Each is given a named value, which makes the cells easier to refer to in the functions and formula.

There are 5 cheeses and 4 key pieces of data, meaning the creation of 20 named ranges.

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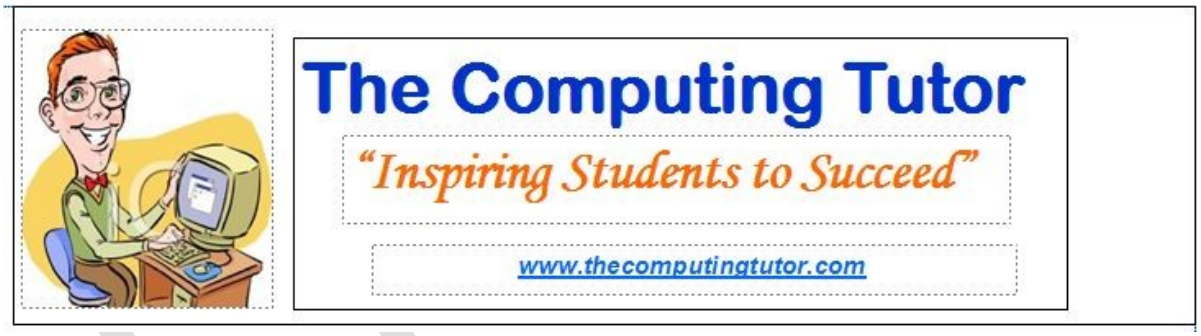

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